

78. (New) The machine-readable media defined in claim 62 further encoded with machine-readable instructions for:

selecting at least one of the simple categories from the group consisting of sports, comedy, news, children's programming, movies, and adult programming.

79. (New) The machine-readable media defined in claim 62 further encoded with machine-readable instructions for:

selecting at least one of the combination categories is selected from the group consisting of sports-comedy, sports-baseball, comedy-movies, comedy-series, and horror-movies.

80. (New) The machine-readable media defined in claim 62 wherein the displaying the selectable list of the simple categories and combination categories comprises displaying each of one of the categories having at least one program listing associated with the category.

A3
Concl.

REMARKS

Claims 1-61 are pending in this application.

In reply to the November 30, 1999 Notice of Draftsperson's Patent Drawing Review, applicants note that the Draftsperson's Patent Drawing Review is based on

informal drawings that were originally filed with the application on October 1, 1999. Formal drawings were subsequently filed on December 9, 1999 replacing the informal drawings.

Claims 1-5, 7, 12-14, 16, 17, 19-26, 28, 33-35, 37, 38, 40-47, 49, 54-57, and 59-61 are rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,583,560 (hereinafter "Florin").

Claims 6, 8-11, 15, 18, 27, 29-32, 36, 39, 48, 50-53, and 58 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Florin.

Claims 35, 48, and 49 have been amended to correct minor typographical and clerical errors. No new matter has been added. An appendix showing the changes made to the claims is annexed hereto.

Claims 62-80 have been added to more particularly define the invention. No new matter has been added and the new claims are fully supported and justified by the specification.

The Examiner's rejections are respectfully traversed.

Applicants' invention, as defined by independent claims 1, 22, and 43, relates to systems and a method in which program listings and information on certain simple categories of programming and certain combination categories of programming are supplied to an interactive television

program guide. Simple categories include distinct categories, such as movies, comedy, sports, and series. Combination categories include combinations of simple categories, such as comedy-movies, comedy-series, and sports-baseball. The interactive television program guide displays a list of both the simple categories and of the combination categories simultaneously. The simple categories and the combination categories are selectable by a user. When the user selects one of the simple categories or one of the combination categories, the interactive television program guide searches for those program listings that are associated with the selected category and displays them to the user.

Florin refers to an electronic program guide system in which program listings are organized into a multi-level, hierarchical structure of categories and subcategories. According to Florin, the user must traverse through potentially several menus of categories and subcategories in order to access program listings that are associated with the lowest level subcategory selected.

The Examiner contends that Florin discloses an electronic program guide system where "programs may be organized into categories and subcategories, and a user may navigate through the displayed category/subcategory combinations and display a list of programs which meet the category criteria" (Office Action, page 2). Applicants

respectfully submit that Florin fails to show or suggest the features of applicants' claimed invention. According to applicants' independent claims 1, 22, and 43, the interactive television program guide displays a list having both simple categories and combination categories. There is no need, according to applicants' claimed invention, to traverse a hierarchical menu structure of categories and subcategories. In fact, applicants make this distinction clear in their specification:

Other program guides allow the user to perform searches based on multiple categories, but this requires that the user select each category and then initiate the search, which may be a cumbersome process.

Some program guides address this abundance of information by having hierarchical categories. First, the user is presented with a relatively short list of higher-level or more general categories. Typical higher-level categories include movies, sports, or series programs. After the user selects a higher-level category, the program guide displays a list of subcategories, such as comedy, action, or baseball, from which the user may select one or more subcategories. This process may continue through several levels of subcategorization. While the list of categories at each level may be relatively short and easier to view and comprehend, a drawback is that the user may not readily appreciate which high-level category will lead to a desired specific category at a lower level. The user may be required to enter multiple keystrokes to find the desired category.

After tediously setting up a multiple category search or navigating a complex hierarchical menu, the user may eventually locate a desired category only to discover that there are no program listings for that category. Moreover, the user must repeat this process whenever searching for program listings involving a new category.

What is needed is a more sophisticated way in which a program guide can handle programming categories.

(page 3, lines 1-31).

Florin, at the very least, makes no mention of displaying a list of both simple categories and combination categories. Thus, applicants' invention provides an improved, more sophisticated way for the user to search for program listings by avoiding the tedious process of searching hierarchical categories as required by Florin. Accordingly, applicants respectfully submit that Florin fails to anticipate applicants' claimed invention, as defined by independent claims 1, 22, and 43.

Accordingly, applicants respectfully submit that claims 1, 22, and 43 are allowable. Claims 2-21, 23-43, and 44-61 depend from claims 1, 22, and 43, and are allowable because claims 1, 22, and 43 are allowable. Claims 62-80 are allowable for at least those reasons that claims 1-61 are allowable. Applicants respectfully request that the rejections to claims 1-61 be withdrawn.

Applicants note that the Examiner made the following official notices:

1) with respect to claims 6, 27, and 48 "that the use of a color to indicate a matched listing is well known in the art (for example, <http://www.Google.com>'s color coding scheme for matching search terms);"

2) with respect to claims 8-11, 29-32, and 50-53 "that reorganizing categories and listings of

bookmarked webpages by deleting and changing the order of each entry is well known in the art;"

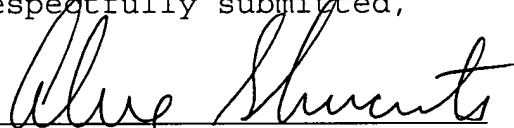
3) with respect to claims 15 and 36 "that viewing customized EPG information on a personal computer with a tuner card is well known in the art;" and

4) with respect to claims 18, 39, and 58 "that transmitting program listings over the Internet is well known in the art (for example, www.tvguide.com)."

In accordance with MPEP § 2144.03, applicants respectfully traverse the aforementioned official notices and request that the Examiner provide documentary proof in support of his positions, particularly in consideration of applicants' non-provisional filing date of October 1, 1999*.

Applicants respectfully submit that this patent application is in condition for allowance. Reconsideration and allowance are respectfully requested.

Respectfully submitted,



Alexander Shvarts
Registration No. 47,943
Agent for Applicants
FISH & NEAVE
Customer No. 1473
1251 Avenue of the Americas
New York, New York 10020
(212) 596-9000

* Applicants note that a priority claim has been made to provisional application No. 60/106,855, filed November 3, 1998.

APPENDIX
Showing Changes Made to Claims

Claims 35, 48, and 49 have been amended as follows:

35. (Amended) The interactive television program guide system defined in claim [31 further] 34 wherein the interactive television program guide is configured to display the selectable list of categories based on the selected favorite categories.

48. (Amended) The method defined in claim [42] 47 wherein distinctively displaying further comprises displaying the matching program listings in a distinctive color.

49. (Amended) The method defined in claim [42] 47 wherein distinctively displaying further comprises displaying the matching program listings with distinctive labels.